

disease * * *. Germa Cholérine for Poultry. Cholérine given two or three times a week in early morning drinking water only will keep them in perfect health * * *. How to Use Germa Cholérine. Follow instructions carefully and you will obtain the desired results from Germa Cholérine * * *. Disease Dosage for Baby Chicks. As a special aid in preventing and treating diarrhoea or bowel trouble * * *. When baby chicks are noticeably affected, pour * * * down their throats * * *. White diarrhoea is a germ disease and requires * * * Cholérine to prevent its ravages * * *. As a Preventive * * * Feed Cholérine to Chicks * * * Good health promises rapid growth * * *. White Diarrhoea. The greatest scourge of the poultry industry is the dreaded disease of White Diarrhoea. It takes off the little chicks by the thousands all over the country every hatching season. The United States Government officially states in Farmers' Bulletin No. 957 that the loss from White Diarrhoea alone varies from 50 to 70 per cent of all chicks hatched. Cholérine is a sure and positive specific for White Diarrhoea, and it will prove its value a dozen times over, even in the smallest flock. Disease Dosage for Mature Fowls. In treating cases of Cholera, Roup, Diphtheria, Limberneck, and diseases common to mature fowls * * *. It regulates the system—diverting the proper portion of feed to flesh making and the proper portion to egg production. It puts hens in a healthy, hustling, laying condition. 'Prevention is better than cure.' To ward off disease * * * to keep flock in a healthy, vigorous condition at all times * * *. Body Builder. Our Young Chickens had roup in the worst stage, and after using Cholérine we did not lose a one," were false and fraudulent, since the article contained no ingredient or combination of ingredients capable of producing the effects claimed.

On April 1, 1928, no claimant having appeared for the property, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be destroyed by the United States marshal.

ARTHUR M. HYDE, *Secretary of Agriculture*.

16132. Misbranding of Cholérine. U. S. v. Five 5-Gallon Containers, et al., of Cholérine. Default decree of destruction entered. (F. & D. Nos. 22641, 22642. I. S. Nos. 17905-x, 17906-x, 17907-x, 17908-x. S. Nos. 657, 663.)

On March 20, 1928, the United States attorney for the District of Utah, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district a libel praying seizure and condemnation of five 5-gallon containers, 6 gallon containers, two ½-gallon containers, 11 quart containers, and 18 pint containers of Cholérine in liquid form, and 20 cartons, small size, and 23 cartons, large size, of Cholérine in tablet form, remaining in the original unbroken packages at Salt Lake City, Utah, alleging that the article had been shipped by the Germa Manufacturing Co., from Los Angeles, Calif., in various consignments, on or about August 22, October 18, and November 18, 1927, and January 11, 1928, respectively, and transported from the State of California into the State of Utah, and charging misbranding in violation of the food and drugs act as amended.

Analysis of a sample of the article by this department showed that it consisted essentially of sodium, iron, and magnesium sulphates, extract of red pepper, sassafras oil, and free acid, colored red with a coal-tar dye.

It was alleged in the libel that the article was misbranded in that the following statements regarding the curative and therapeutic effects of the said article were false and fraudulent, since it contained no ingredient or combination of ingredients capable of producing the effects claimed: (Bottle label, liquid) "Cholérine * * * unequalled in the treatment of Cholera, Roup, White Diarrhoea, and other diseases of poultry * * *. In treating cases of Cholera, Roup and Limberneck * * *. To ward off disease * * * to keep your flock in a healthy vigorous condition at all times * * *. As a special aid in preventing and treating some forms of Diarrhoea or bowel trouble * * *. When baby chicks are noticeably affected * * *. White Diarrhoea is a germ disease and requires * * * Cholérine to prevent its ravages. As a preventive;" (circular entitled "Germa Big Six Line for Poultry," accompanying liquid) "Cholérine * * * Body Builder, Disease Eliminator * * *. Cholérine is a scientific preparation so compounded as to supply the Certain elements necessary for the maintenance of your flock. Cholérine is a Body and Vitality Builder * * *. It lessens the work of digestion, cleanses the intestinal tracts, and helps greatly toward keeping your flock in a generally healthy condition * * *. Reliable body builder. * * *.

How it works. Immediately after the treatment starts, Cholerine begins to dissolve the mucous that forms on the intestines and adheres to the sides, which mucous prevents the proper functioning of the digestive organs * * *. By Eliminating the mucous, all nutrients are assimilated * * *. Keep your hens clean inside * * *. Cholerine * * * will improve your flock to such an extent that you cannot fail to see the long-wished-for result and the healthy, happy hen * * *. It will * * * decrease your death loss, giving the baby chick a normal appetite from the beginning, making a strong, healthy body * * *. "Should diseases break out among young chicks, such as White Diarrhoea, Coccidiosis, Nutritional disease, etc., give * * * until disease abates. * * * chicks very noticeably affected * * * pour down their throats * * *. For Sick Hens and Pullets * * * in severe cases;" (circular entitled "Giving the Chick a Chance," accompanying liquid) "Prevention of disease is better than to cure. The best way to prevent disease among young chicks is to build up its body in such a way that it will become disease-resisting, and for this purpose Germo Cholerine is invaluable * * *. Coccidiosis (Bloody Diarrhoea) is the most dreaded of all diseases of young chicks * * *. Treatment * * *. Give Cholerine * * * and continue until the disease has abated or entirely disappeared. During this period be sure that Cholerine is constantly before them. If some of the chicks are too sick to drink pour down * * * their throats * * *. This will save every chick not too far gone with the disease. Chicks given Cholerine from the start as recommended rarely develop this malady. * * * Cholerine Given Two or Three Times A Week * * * will keep them in perfect health;" (carton, tablets) "Cholerine * * * unequaled in the treatment of Cholera, Roup, Limberneck, White Diarrhoea, and other diseases of Poultry * * *. In treating cases of Cholera, Roup, Limberneck, and diseases known to mature fowls * * *. It regulates the system—diverting the proper portion of food to flesh-making and the proper portion to egg production. It puts hens in a healthy, hustling, laying condition * * *. To ward off disease * * * to keep flock in a healthy, vigorous condition at all times * * *. As a special aid in preventing and treating some forms of Diarrhoea, or bowel trouble * * *. When baby chicks are noticeably affected * * *. White Diarrhoea is a germ disease and requires * * * Cholerine to prevent its ravages. As a preventive * * *. Feed Cholerine to chicks * * *. Good health promotes rapid growth."

On May 7, 1928, no claimant having appeared for the property, a decree was entered adjudging the product misbranded, and it was ordered by the court that the said product be destroyed by the United States marshal.

ARTHUR M. HYDE, *Secretary of Agriculture.*

16133. Misbranding of Cholerine. U. S. v. 72 Bottles, et al., of Cholerine. Default decree of condemnation, forfeiture, and destruction.
(F. & D. No. 22646. I. S. Nos. 17426-x, 17427-x. S. Nos. 672, 673.)

On March 22, 1928, the United States attorney for the District of Oregon, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district a libel praying seizure and condemnation of seventy-two 8-ounce bottles, 66 pint bottles, 22 quart bottles, 43 half-gallon bottles, 90 gallon bottles, eight 5-gallon bottles, eight 10-gallon kegs, and one 50-gallon barrel of Cholerine, remaining in the original unbroken packages at Portland, Oreg., consigned in various lots on or about January 7, March 1, and September 5, 1926, and May 11, 1927, respectively, alleging that the article had been shipped by the Germo Manufacturing Co., from Wilmington, Calif., and transported from the State of California into the State of Oregon, and charging misbranding in violation of the food and drugs act as amended.

Analysis of a sample of the article by this department showed that it consisted essentially of sodium, iron, and magnesium sulphates, extract of red pepper, sassafras oil, and free acid, colored red with a coal-tar dye.

It was alleged in the libel that the article was misbranded in that the following statements regarding the curative and therapeutic effects of the said article were false and fraudulent, since it contained no ingredient or combination of ingredients capable of producing the effects claimed: (Circular in an envelope tacked to barrel and kegs) "Save These Directions and Follow. Cholerine is a preventative for Chickenpox, Roup, Common Diarrhoea, Coccidiosis (bloody diarrhoea), Limber Neck, Diphtheria, and Canker Sores, and is a sure death to worms * * *. As a special aid in preventing and treating some forms of Diarrhoea or bowel trouble, we recommend four tablespoonfuls to one gallon of water. When baby chicks are noticeably affected, pour